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New Venture Vortex Announces Itself  
August 2, 2000

A new partnership between Venture Vortex, an online community for start-ups, and The Association of Internet Professionals is designed to integrate the Venture Vortex start-up content into the AIP Web's database of professionals, gaining a significantly larger audience through the deal.

Venture Vortex's CEO, Garnet Heraman says that the deal will take his audience from 2000 to about 12,000.

The co-branded site is scheduled to open September 1, and will feature Venture Vortex's Venture Roadmap, a step-by-step list of action items and best practices for start-ups. The site is designed to let AIP entrepreneurs quickly and easily identify and select potential service providers in such critical areas as e-commerce development, Web site design, venture capital funding, operations support and marketing.

While Venture Vortex site caters to entrepreneurs, it makes its bread and butter from the venture capital community, gaining profit from selling its venture capital content to incubators who don't have the resources to reach outside of their surrounding community. And with their new business deal, the Venture Vortex community will be larger and more diverse.

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